

REGENERATION STRATEGY 2020 TO 2030



THE LONDON BOROUGH

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FOREWORD

Regeneration supports wellbeing, through the development of improved community services such as libraries to better quality leisure centres. Regeneration ensures that the borough remains a place people choose to live, work and spend their time, supporting everyone in living happy and healthy lives.

Regeneration is crucial to the success of our high streets and town centres. It enables our shops and restaurants to thrive in a competitive market, welcoming places attracting shoppers from across the borough and further afield. Regeneration of and investment in our special historic places and green spaces attracts tourism and local spend. Regeneration is good for business and supports independence and employment.

In line with the Building a Better Bromley ambitions, this strategy sets out the borough's priorities for regeneration over the next ten years. It is an ambitious plan that will challenge the way our community services are delivered, reimagining them for the 21st Century. It will ensure that on the one hand we nurture the borough's unique character, its green spaces and heritage, and on the other bring crucial digital infrastructure to our economic centres and residents' homes.

Whilst the Council will work hard to leverage in grant monies and create commercial opportunities to support each regeneration project, the Council cannot deliver this strategy alone. This strategy represents the Council's commitment to becoming a proactive partner and leader to facilitate transformational regeneration across the borough. We will work with residents, developers and landowners, investors and businesses, community groups and professional forums over the next ten years to bring this strategy to life and deliver high quality improvements for all our residents.



CLLR MORGAN

Portfolio Holder
Renewal, Recreation and Housing

OUR BOROUGH: AN OVERVIEW

1 BROMLEY TOWN

The borough's metropolitan centre with an important retail offer, including The Glades. Huge regeneration potential in relation to business provision as well as housing, with significant development sites already identified in the Local Plan, such as Bromley North. Further Planning guidance is required to ensure that the town is attractive to developers, development is sensitive and significant community benefit is achieved. The adjacent Bromley Common is identified in the Local Plan as a renewal area.

2 BIGGIN HILL

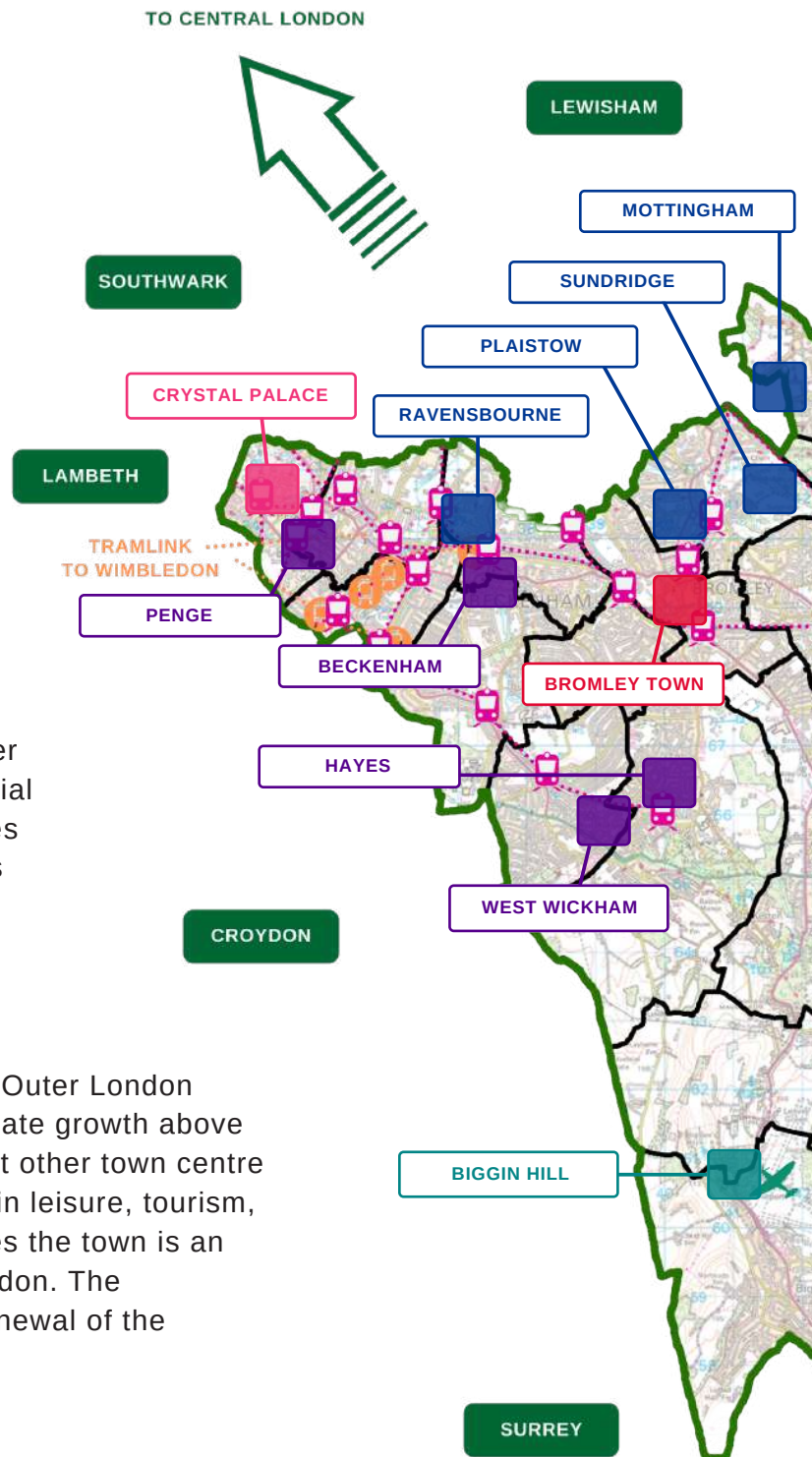
Biggin Hill has been identified as a Strategic Outer London Development Centre. It has strong potential for economic growth in aviation related businesses and high-tech industry. At the heart of this area is Biggin Hill Airport.

3 CRYSTAL PALACE

Crystal Palace has been identified as a Strategic Outer London Development Centre. It has the potential to generate growth above the Outer London trend without competing against other town centre or business locations. Its specialist potential lies in leisure, tourism, arts, culture and sports. The park which dominates the town is an important green space for the whole of south London. The regeneration of Crystal Palace will support the renewal of the neighbouring Anerley and Penge areas.

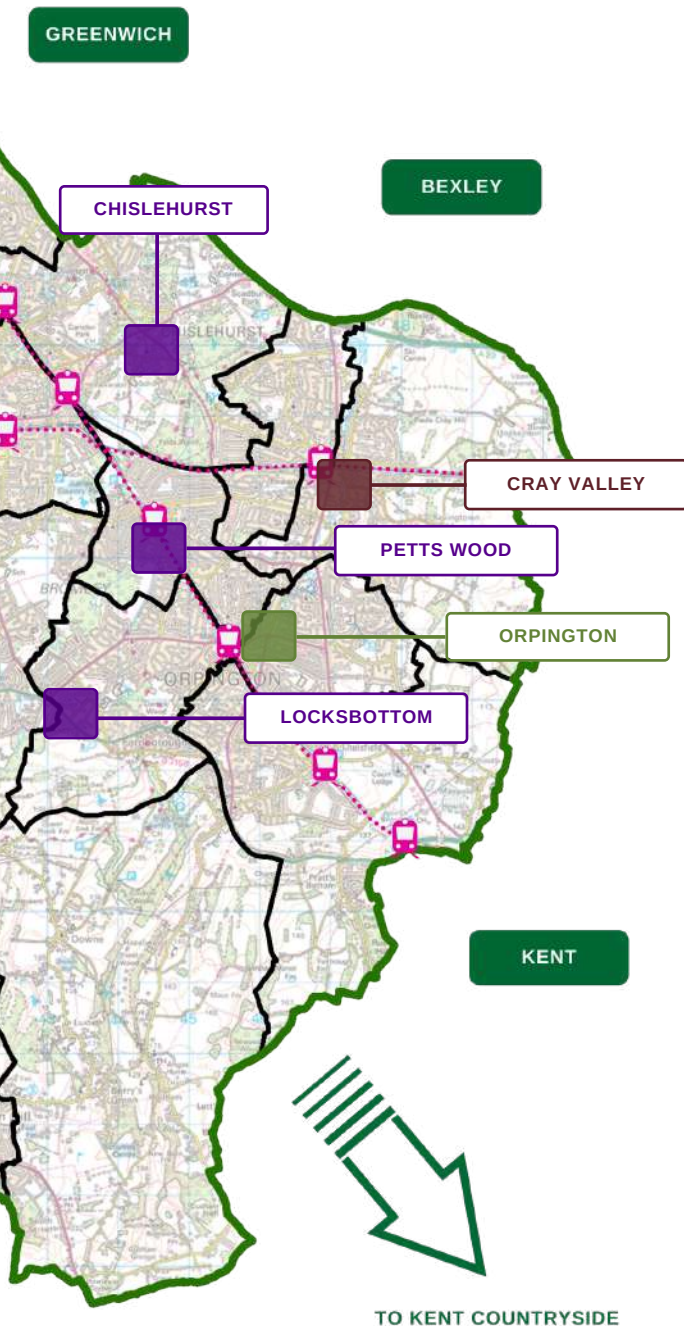
4 ORPINGTON

The large leisure centre complex, and the potential for the new owner of the shopping centre to develop the site, creates significant regeneration opportunities. There is strong potential to bring forward housing to support the development of new state of the art leisure provision and improve the public realm. This will stimulate the wider local economy. Orpington's wider area, including Goddington and Knoll, is identified in the Local Plan as a renewal area.



5 BECKENHAM, CHISLEHURST, HAYES, PETTS WOOD, LOCKSBOTTOM, PENGES AND WEST WICKHAM

Smaller town centres hosting clusters of businesses, as well as local conveniences, including shops and wellbeing services. These are within walking distance of their surrounding communities, alongside green space. All have potential for improved public realm or community facilities, through focused smaller scale development opportunities, as have already been completed in Beckenham and Penge. In West Wickham the leisure centre site is an opportunity for development, which could enable the building of a new modern leisure centre for the town.

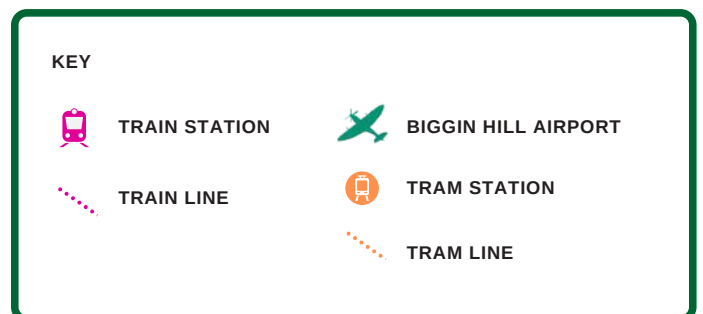


6 MOTTINGHAM, RAVENSBOURNE, PLAISTOW AND SUNDRIDGE

Additional renewal areas requiring focused regeneration. Opportunities to support the retail and employment function need to be identified. This may in part be through new small housing developments which result in improved public realm and create opportunities for positive placemaking.

7 CRAY VALLEY

The Cray business corridor has been identified as a Strategic Industrial Location. It is a priority area for economic growth to meet the needs of new and growing businesses. The corridor represents just under 40% of all designated industrial and employment land in the borough, and is required to support the forecasted growth in B1 based employment. The wider Cray Valley, including St Paul's Cray and St Mary Cray, has been identified as a renewal area with scope for regeneration.



OUR BOROUGH IN NUMBERS



330,000

people live in the borough

59

square
miles



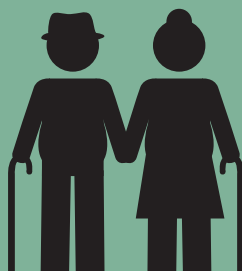
The largest
London borough



Bromley town -

25th

most potential of shopping
areas in England



58,000

people aged 65 and over

The largest older
population in London

26

railway stations



more than any other
London borough

Home to the

2nd

oldest football club
in the world



Cray Wanderers

128

parks and open spaces



1.4m

visits to Crystal Palace
Park every year



Down House - home of

Darwin



90%

of our schools are
rated 'Good' or better

In the top 10 in England for
our educational outcomes



16 mins

from Bromley South
to London Victoria

INTRODUCTION

The overarching vision is to regenerate the borough of Bromley, building on its heritage, so that it continues to represent the best of town and country.

Bromley is London's largest borough occupying 59 square miles, much of which is green space. Its enviable position in the South East makes it an attractive place for residents, workers and visitors alike. It has easy access into central London from many of its towns for work, as well as direct links into the surrounding Kent countryside for leisure.

Bromley has a strong cultural heritage which is often overlooked. It has been home to renowned writers and artists, as well as a place of discovery and invention. From Sir John Lubbock – pioneer of bank holidays and public libraries – to Charles Darwin and David Bowie to name but a few.

The regeneration of the borough has the opportunity to:

- build sensitively on our historic past
- ensure that the character of the borough is maintained
- bring forward housing, public realm and community facilities that are fit for the 21st Century
- give everyone the best life chances in an ever changing world

Historically the borough has tended to undertake regeneration projects in isolation, reacting to local issues and requirements. Whilst this has proved effective in some cases, by considering regeneration more holistically, the benefits are expected to be more far-reaching.

In particular, this new strategy has an important role to play in supporting the borough's economy by creating a roadmap for the next ten years. This gives confidence to developers, businesses and grant funders.

The vision “to regenerate the borough of Bromley, building on its heritage, so that it continues to represent the best of town and country” will be achieved by:

- **Strengthening our town centres and local economy** by supporting their unique selling points, and working in partnership with the Business Improvement Districts (BIDs) and Local Economy Task Force, industry bodies, local businesses and developers to enhance the user experience.
- **Nurturing our green spaces and encouraging their sustainability**, both environmental and financial, as places for everyone that support wellbeing and carbon reduction.
- **Supporting new and existing communities** by bringing forward housing across the borough in a considered manner ensuring that appropriate local amenities and facilities are enabled. Encouraging communities to engage positively in development opportunities and become actively involved in the improvements to their local area.
- **Encouraging tourism and becoming a place that people want to visit and stay** from across the UK and Europe, through a range of hotels and leisure opportunities, and promoting the easy access to central London and the Garden of England.
- **Activating a high quality leisure and culture provision**, in part through rationalising and modernising the Council’s approach to community facilities, demanding a higher standard of buildings which enable better quality services and enabling commercial uses to support their sustainability.

This approach to regeneration supports all five of the Council’s ambitions for Bromley:

For children and young people to grow up, thrive and have the best life chances in families who flourish and are happy to call Bromley home

For adults and older people to enjoy fulfilled and successful lives in Bromley, ageing well, retaining independence and making choices

For people to make their homes in Bromley and for business, enterprise and the third sector to prosper

For residents to live responsibly in a safe, clean and green environment great for today and the future

To manage our resources well, individually and collectively, providing efficient and effective services and excellent value for money for Bromley’s residents

CONTEXT

We want Bromley to continue to be a great place to live. The borough is home to more than 330,000 people, a figure which is set to rise further under current projections.

The average age of people who live in the borough is 40 years old. This compares to 36 in London as a whole. Bromley has the largest older population in London.

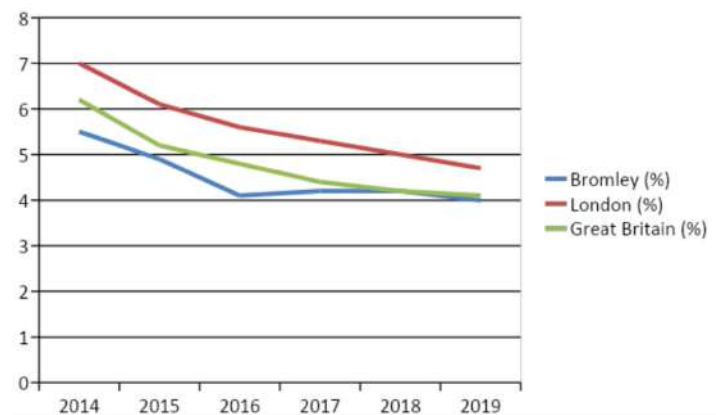
The proportion of older people (aged 65 and over) is expected to continue to increase, adding pressure to the borough's health and social care provision.

The borough is also home to a higher proportion of young people – 20% of the borough's population is under 16 years old compared to the London average of 14%.

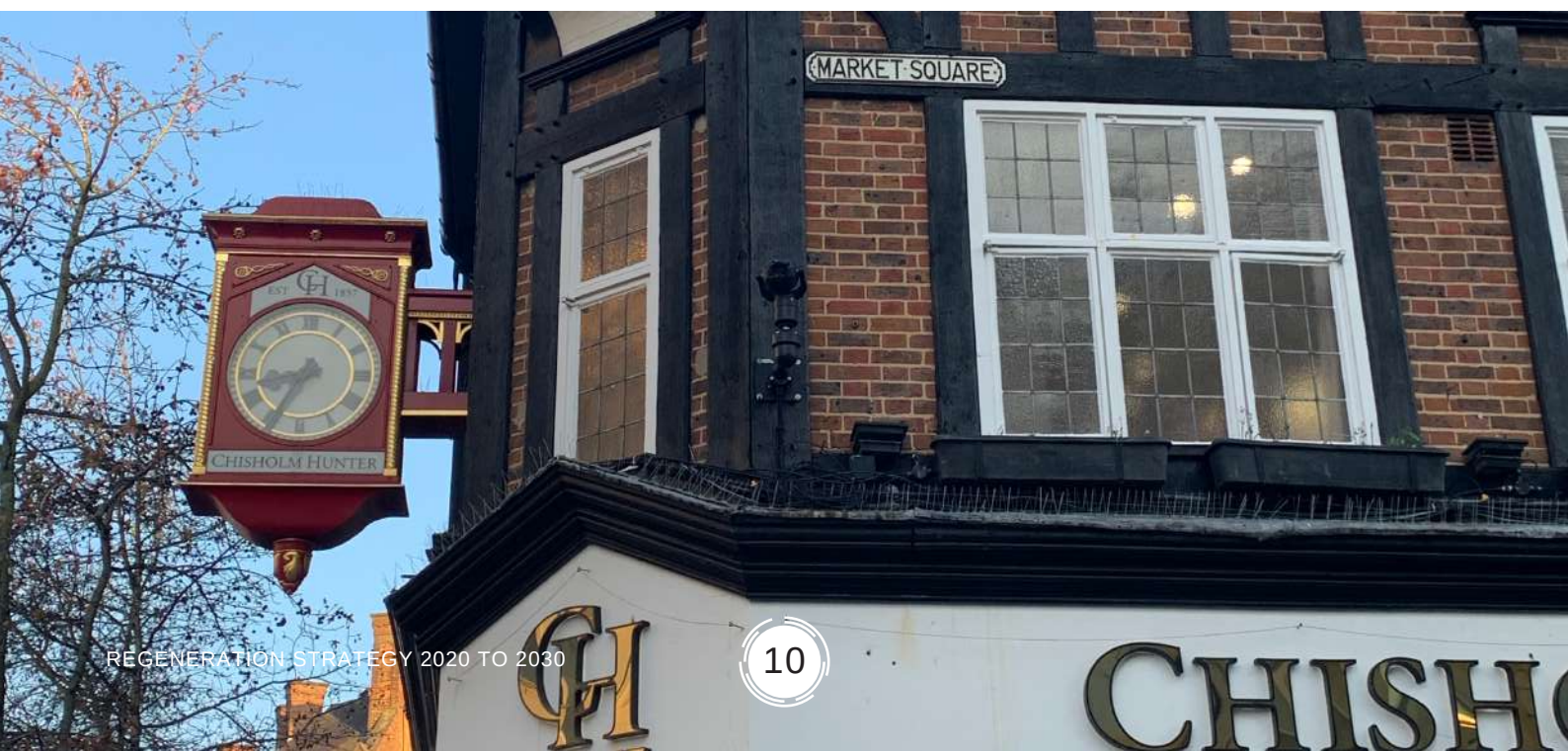
Therefore facilitating places that support the wellbeing of both older and younger residents is particularly important.

Bromley has the lowest density of people, in relation to the size of the borough, of all the London boroughs. However this statistic is warped due to the extent of green belt which limits development across large swathes of land.

Residents enjoy marginally better employment rates and lower crime rates than the London average. The borough is the 4th least deprived in London with unemployment levels lower than the national average. However there are pockets of deprivation which buck this trend. Unemployment is at its highest in the Crystal Palace, Penge and Cator, Mottingham and Chislehurst North, and Cray Valley West wards. Therefore investment needs to be enabled in these areas to improve the lives of those who live there.



Unemployment Data
2014-2019



THE LOCAL PLAN

The Local Plan is a statutory document that sets out the planning policies, site allocations and land designations borough-wide and is a key part of the borough's Development Plan, against which planning applications are assessed.

The Local Plan covers housing, employment, green infrastructure, sustainability, heritage and a number of other topic areas. It operates in conjunction with the London Plan, a document produced by the Mayor of London which is also part of the Development Plan.

Supplementary Planning Documents (SPDs) for specific geographical areas provide further guidance on the implementation of the Development Plan. Two new SPDs are currently in development for both Bromley and Orpington town centres and will provide a framework for implementing regeneration schemes.

THE HOUSING STRATEGY

The Council is aiming to directly build and purchase 1,000 homes over the next four years, in part by making better use of the Council's own land. These homes will contribute toward the borough's housing target and address the range of housing needs in the borough.

This is just a small proportion of the new homes required in the borough. The London Plan's target is 7,740 new homes in Bromley over the next ten years. This is an ambitious target that can only be met by partners working together and through supporting developers.

It will be important to ensure that:

- the communities these households become part of benefit from the densification of housing
- new housing developments consider and support wider living requirements, such as transport, schools and access to shops and leisure provision

Regeneration schemes should directly support the provision of high quality housing which meets identified housing needs and enhances the borough's landscape, building on what makes Bromley a great place to live and delivering the Regeneration Strategy's vision.



DRIVERS AND OPPORTUNITIES

Whilst a clear business case will be required for each regeneration scheme, the wider economic and social drivers are important.

The financial, physical and mental health of the borough is determined by many factors and these need to be taken in to account as decisions are taken over the next decade as to the shape of individual regeneration projects.



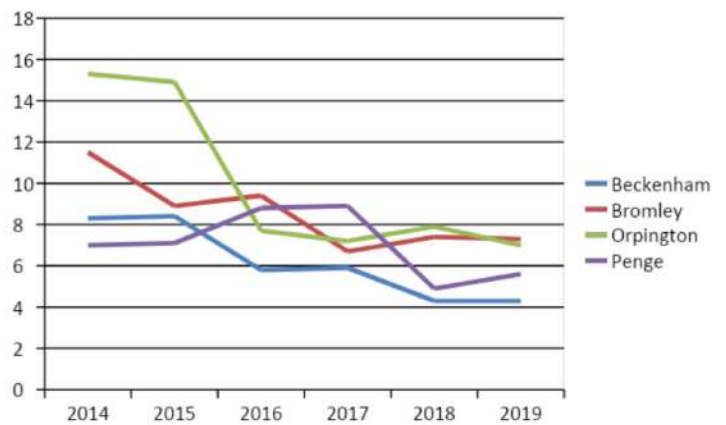
THE RETAIL ECONOMY

According to data from 2017, Bromley Town has the 25th most retail spend potential of shopping areas in England, and is placed above both Lakeside and Croydon. However, its Vitality Rank (retail health) places it in the 58th spot. Vitality is assessed by the mix of luxury, value and undesirable retail, as well as other factors such as the vacancy rate. Increasing the town centre's vitality to within the top 50 is important to maintaining the town's profile as a place to do business, and as a retail destination that is attractive to both shoppers and flagship stores.

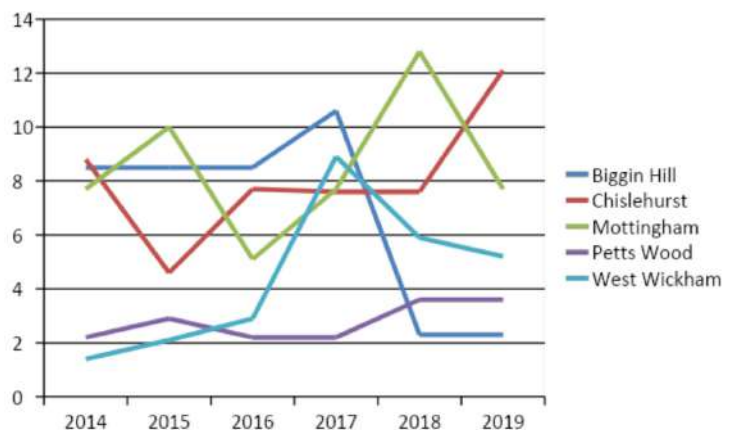
Alongside the metropolitan centre of Bromley, the borough is home to:

- Orpington (a major centre)
- Five district centres
- Five local centres
- 67 local parades

Each of these areas is unique and a bespoke approach to supporting retail is required. Accepting that we shop and live differently now is an important part of this process. The COVID-19 pandemic has accelerated the changing of town centres, with a mix of residential, culture, and leisure becoming increasingly important alongside retail, to create a user experience throughout the day and evening. Retail parades are shrinking and the regeneration of both town centres and local economic areas creates opportunities to provide more residential uses of buildings, which in turn supports the borough's need for more housing.



Vacancy rate data 2014-2019
for larger town centres



Vacancy rate data 2014-2019
for intermediate town centres

SUSTAINABLE GREEN SPACES

Bromley is known for its extensive green spaces which characterise the borough and where many residents enjoy their leisure time. Parts of the edge of the borough are akin to the Kent countryside. Easy access to this greenery makes Bromley an attractive place to live.

The Council is responsible for 128 parks and green spaces which are important to the wellbeing of the local communities and in protecting and shaping the character of neighbourhoods across Bromley. There is scope to regenerate many of these parks to support active lives and mental health.

Creating serviced areas within parks (electricity and water access) would enable better quality regional events to be hosted in the borough's parks.

Moreover, bringing commercial uses back to empty park buildings will reactivate the parks, increasing security, supporting the reintroduction of some public facilities, whilst enabling more vibrant park programming and potentially removing derelict historic buildings from Historic England's At Risk register.

SUPPORTING WELLBEING

Alongside our green spaces, the built environment has a significant role to play in improving people's health and wellbeing.

For example, through ensuring that new developments enable more sustainable modes of travel that encourage exercise, that there are local amenities throughout the borough, and that community facilities are renewed to reflect society's changing needs, regeneration schemes can contribute to people's wellbeing.

In particular, wellbeing needs to be considered in relation to housing, particularly to ensure that:

- homeless families have safe temporary accommodation near to their family, friends, schools and work
- older people have the option of supported living or extra care that enables them to move out of their family homes but to retain their independence

MAKING THE MOST OF OUR ASSETS

The Council owns some underutilised land across the borough, however most of these sites are small and development opportunities are limited. These sites are being reviewed as part of the Council's Housing and Property strategies with a view to building homes where appropriate.

PROTECTING OUR UNIQUE HISTORIC ENVIRONMENT

The borough is sometimes perceived as a suburban environment characterised by mock-Tudor architecture. However Bromley has an incredibly rich historic landscape with 45 conservation areas. The borough is home to more than 400 listed buildings, more than Croydon and Bexley combined. Of those, eight are Grade I listed – more than in Southwark and Lambeth respectively, boroughs known for their sense of history. The historic environment, and the borough's heritage, is attractive to residents, developers and tourists. However currently we do not capitalise on this asset. Regenerating our places to highlight the borough's unique heritage will create specially recognised towns, villages and landscapes that more people want to visit and spend time in.

SUPPORTING EDUCATION PROVISION

One of the big attractors to Bromley for families are the excellent private and state-funded (and mostly non-selective) schools. There is evidence to suggest that people move to Bromley to get their children into the borough's schools. There are opportunities for the borough's community facilities to better support both education, and working parents, by better enabling a range of opportunities for extra-curricular learning provision for everyone, primarily through our library service.

TRANSPORT

Good transport links need to be considered particularly in areas where large regeneration schemes are brought forward, to ensure that new communities have sufficient access to public transport and that evolving towns embrace new transport opportunities. The Council's focus has historically been on improving access to central London and this will continue to be the focus whilst also investigating new opportunities across the borough. This area of work is led through the borough's Transport Strategy.

LEISURE, CULTURE AND COMMUNITY FACILITIES

Leisure facilities across the borough require investment, and there are some key opportunities to bring community services together, from libraries to day care centres, to create an improved best practice offer for residents.

Reimagining the Council's estate and rethinking the locations of Council services creates opportunities to free up sites for other uses and potentially create revenue savings reducing budget pressures on key community services.

Additionally, investing in the localities of cultural venues and other visitor attractions supports the sustainability of the borough's cultural offer, which in turn supports the wider local economy, particularly in town centres.

ENVIRONMENTAL CHALLENGES

The Council has a commitment to reduce the borough's carbon footprint, as set out in the Local Plan and the Council's Carbon Strategy, and regeneration and the quality of sustainable new buildings and development is central to this. Resource efficiency - developments that use less energy, produce less carbon and conserve water - is a key driver.

STRATEGIC OUTER LONDON DEVELOPMENT CENTRES (SOLDCS)

The Local Plan identifies two SOLDCs – Biggin Hill and Crystal Palace. Both of these are recognised as having the potential to function above the sub-regional level. The concept of SOLDCs is to support the growth of business and employment opportunities beyond central London in specialist areas. Crystal Palace is identified as having greater than sub-regional importance for leisure, tourism, arts, culture and sports. Biggin Hill is identified as having greater than sub-regional importance for transport-related functions due to the airport.



OUR APPROACH TO REGENERATION

The focus of the action plan over the next decade is to ensure that the borough continues to represent the best of town and country for the benefit of our residents.



The purpose of regeneration is to ensure that our borough remains competitive, embraces new ways of living, and improves the lives of the people who live and work across the borough by attracting investment and driving forward improvements.

The Council does not have the resources to deliver the action plan alone, therefore as well as actively pursuing grant funding, and ensuring the effective use of developer contributions secured through planning and Community Infrastructure Levy (CIL), the Council needs to demonstrate that Bromley is a place to do business and invest in, thereby attracting high quality developers. To this end, the Bromley brand and promoting this regeneration strategy is key, as well as ensuring officers across the Council adopt a positive approach to working in partnership, enabling others and driving improvements forward together.

The action plan is set out across the following five areas. Over the next decade investment and focused delivery across these areas will make a positive difference to the lives of all Bromley residents.



OUR PRIORITY AREAS

VISION

REGENERATING OUR BOROUGH, BUILDING ON OUR HERITAGE,
CONTINUING TO REPRESENT THE BEST OF TOWN AND COUNTRY

PRIORITIES

NURTURING
OUR
GREEN SPACES

ACTIVATING
HIGH QUALITY
LEISURE AND
CULTURAL
PROVISION

SUPPORTING
NEW AND
EXISTING
COMMUNITIES

STRENGTHENING
OUR TOWN
CENTRES AND
LOCAL ECONOMY

ENCOURAGING
TOURISM

THE COUNCIL, WITH OUR PARTNERS, WILL:

- Improve children's park play facilities to support health, learning and happiness.
- Bring disused park buildings back to life to provide opportunities for growth in the local economy, combat anti-social behaviour, and enhance local amenity.
- Bring forward the Regeneration Plan for Crystal Palace Park, a historic site of international importance.
- Conserve Scadbury Park Nature Reserve and its natural environment, ensuring the ancient monument within the park and its associated historical features are protected.

- Enhance the library service ensuring it is fit for the 21st Century and responds to our changing lives and communities, for example the impact of digital advancements.
- Develop Bromley Town's contemporary cultural centre in the vicinity of the Churchill Theatre and Central Library.
- Promote the wellbeing of residents, and facilitation of the Council's wellbeing strategy through improved leisure facilities.
- Enable the development of the Walnuts site in Orpington and ensure the inclusion of high quality community facilities.

- Renew community facilities and explore business case-led opportunities to improve facilities by bringing them together.
- Take forward small housing sites and deliver more homes for Bromley that respond to market need.
- Ensure that the places our residents live in are vibrant and that vacant shops and disused buildings are minimised.
- Lobby for and support the implementation of improved transport infrastructure.

- Modernise Bromley's digital infrastructure.
- Create new Planning guidance for Bromley Town.
- Develop new town and local centre improvement programmes that attract grant funding, and enable all our towns to flourish.
- Enable the business potential of Biggin Hill and the Cray corridor.

- Develop partnerships with Visit Kent, hotels and attractions across the borough.
- Improve the borough's film friendliness.
- Create opportunities for attractions to promote their offer.
- Support the conservation and promotion of the borough's heritage assets and historic landscape.

1 NURTURING OUR GREEN SPACES

Our green spaces define the character of the borough and are places for everyone to enjoy. They are important to the wellbeing of our residents as well as the natural environment. Protecting and investing in our parks, recreation grounds and public gardens across the borough also supports the Council in tackling climate change.

Nurturing our green spaces supports the Council's ambitions:

For children and young people to grow up, thrive and have the best life chances in families who flourish and are happy to call Bromley home

For adults and older people to enjoy fulfilled and successful lives in Bromley, ageing well, retaining independence and making choices

For people to make their homes in Bromley and for business, enterprise and the third sector to prosper

For residents to live responsibly in a safe, clean and green environment great for today and the future

To manage our resources well, individually and collectively, providing efficient and effective services and excellent value for money for Bromley's residents

The regeneration of our green spaces will focus on the following four areas:

1.1 Improve children's park play facilities to support health, learning and happiness.

WE WILL....

- Review the borough's play provision, and identify funding for new playgrounds and playable environments, with an initial focus on the renewal areas.
- Deliver playgrounds that respond to best practice and local culture, are places of adventure, and support families spending time together.
- Review the potential of wider green spaces, for example Hoblingwell Recreation Ground, to better support physical activity, namely grass roots sports, and develop and deliver a fundraising plan with our partners to drive improvements that support a diversification of active use.

1.2 Bring disused park buildings back to life to provide opportunities for growth in the local economy, combat anti-social behaviour, and enhance local amenity.

WE WILL....

- Undertake an audit of the approximately 30 disused park buildings.
- Develop a marketing strategy and go out to the market with an open mind for a range of commercial and community led uses.
- Investigate the potential of external serviced areas to support a wider range of activities and events in our parks and implement these where appropriate.
- Ensure that our park buildings are able to effectively support leisure and sport club activity.

1.3 Bring forward the Regeneration Plan for Crystal Palace Park, a historic site of international importance.

WE WILL....

- Secure planning permission for the regeneration of the park, and work with the Crystal Palace Park Trust to secure the funding required for the Regeneration Plan's delivery.
- Develop and deliver an associated activity plan which specifically benefits Anerley, Crystal Palace and Penge residents.
- Create opportunities for commercial activity in the park to support its ongoing sustainability including the community facilities, such as finding a new operator for the concert platform.
- Undertake the restoration of the Subway and secure all the external funding required for this project.
- Work with Historic England and the friends group on an innovative new approach to the conservation of the dinosaurs and their landscape.

1.4 Conserve Scadbury Park Nature Reserve and its natural environment, ensuring the ancient monument within the park and its associated historical features are protected.

WE WILL....

- Establish a new working group with cross-Council colleagues, and key stakeholders such as the Orpington and District Archaeological Society.
- Work to remove the historic manor site from Historic England's At Risk register.
- Develop and deliver a grant funded project to both conserve and create a stronger sustainable future for the park.
- Encourage the development of Scadbury as a place of learning, both informal family learning and formal school education.

2 ACTIVATING HIGH QUALITY LEISURE AND CULTURAL PROVISION

Alongside the leisure opportunities provided by our green spaces the borough is home to several significant leisure centres and many specialist clubs and groups, such as Bromley Valley Gymnastics Centre and Bromley Football Club. These sporting assets alongside Bromley's unique culture and heritage support Bromley residents in enjoying a high quality standard of life.

Additionally the borough is home to museums, heritage sites, arts venues and theatres, including the Churchill Theatre, which provide cultural experiences for local people on their doorstep.

However, often the borough's talented and creative past and present is overlooked. The borough has been home to many internationally important figures, from Charles Darwin to David Bowie, and nurtured talent including Dina Asher-Smith, the fastest British woman in recorded history. High quality leisure and cultural provision ensures that we continue to give residents excellent opportunities, making a positive difference to people's lives.

Activating high quality leisure and cultural provision supports the Council's ambitions:

For children and young people to grow up, thrive and have the best life chances in families who flourish and are happy to call Bromley home

For adults and older people to enjoy fulfilled and successful lives in Bromley, ageing well, retaining independence and making choices

For people to make their homes in Bromley and for business, enterprise and the third sector to prosper

For residents to live responsibly in a safe, clean and green environment great for today and the future

To manage our resources well, individually and collectively, providing efficient and effective services and excellent value for money for Bromley's residents

The regeneration of our leisure and culture facilities will focus on the following four areas:

2.1 Enhance the library service ensuring it is 21st Century fit and responds to our changing lives and communities, for example the impact of digital advancements.

WE WILL....

- Review the potential of other buildings in the Council's estate to better accommodate our libraries as wider community facilities.
- Take opportunities as appropriate to create new library facilities as part of large scale developments in West Wickham, Orpington and the Cray Valley.
- Enter in to a development agreement at Chislehurst Library site that ensures a better library is at the heart of the scheme.
- Ensure that new library buildings enable the service to build upon its education and wellbeing role, supporting formal learning provision, and where appropriate include local workspace.

2.3 Facilitate the improvement of our leisure facilities.

WE WILL....

- Take opportunities to develop new leisure centres that respond to current and future need in West Wickham and Orpington, and create commercial opportunities that complement and support the community facilities, to ensure sustainable futures.
- Assess the potential of both the Beckenham Public Hall and Crofton Hall sites, including opportunities at Crofton Hall for the development and enhancement of the Roman Villa's facilities, and depending on the outcome drive forward redevelopment.
- Support a cross Borough partnership with leisure providers, health and wellbeing partners, schools and other key agencies maximising grant funding opportunities to create a sustainable leisure offer for residents.

2.2. Develop Bromley Town's contemporary cultural centre in the vicinity of the Churchill Theatre and Central Library.

WE WILL....

- Provide a platform to showcase the borough's creative talent, from Bromley's Youth Music Trust to Bromley Little Theatre.
- Encourage the growth of an experience driven High Street complemented by more food outlets and outdoor seating, and re-assess the role of the street market.
- Work with our partners to attract grant funding to develop a cultural events programme, including free at point of access activity.
- Reconsider options for the future of Bromley Central Library, its location and its connection to the theatre and the town's wider cultural and learning offer, and depending on the outcome drive forward a new offer.

2.4 Enable the development of the Walnuts site in Orpington and ensure the inclusion of high quality community facilities.

WE WILL....

- Develop Supplementary Planning Guidance for Orpington to pro-actively guide development.
- Work with key stakeholders to create a cohesive plan for the development of the Walnuts site that acts as a catalyst for the regeneration of the wider town centre.
- Ensure that the development of the Walnuts site contributes to the wider sustainability of the town, providing new opportunities and experiences for local residents, supporting job creation, and positively impacting on the wider town centre's business community.

3 SUPPORTING EXISTING AND NEW COMMUNITIES

The borough's new housing strategy, the Local Plan and the London Plan set out an aim to deliver thousands of new homes in Bromley over the next decade. The Council can support this process by driving forward the availability of some of its own land for housing, and ensuring that all types of housing need are considered, from extra care housing, to affordable homes for private sale, to temporary accommodation.

The Council recognises the importance of ensuring that the new communities these homes create have good access to local amenities, and that existing residents are not negatively impacted by housing density and increased demand on facilities. From enabling new transport infrastructure to providing good quality local green spaces, the range of facilities required to ensure a good standard of living is made available to everyone, will need to be enhanced in places where significant numbers of new homes are built.

Supporting existing and new communities supports the Council's ambitions:

For children and young people to grow up, thrive and have the best life chances in families who flourish and are happy to call Bromley home

For adults and older people to enjoy fulfilled and successful lives in Bromley, ageing well, retaining independence and making choices

For people to make their homes in Bromley and for business, enterprise and the third sector to prosper

For residents to live responsibly in a safe, clean and green environment great for today and the future

To manage our resources well, individually and collectively, providing efficient and effective services and excellent value for money for Bromley's residents

The regeneration of areas of the borough where significant numbers of new homes are being built will focus on the following four areas:

3.1 Renew community facilities and explore business case-led opportunities to improve facilities by bringing them together.

WE WILL....

- Review the locations and scope of all the community resource shops, libraries, children and family centres, youth centres and day care centres.
- Assess opportunities to bring together Council, other public sector and third sector services on to co-located sites, where appropriate, to enable innovative ways of working potentially alongside specialist housing. In turn freeing up the resulting disused sites for disposal or general housing.
- Create opportunities for commercial uses that complement and support the community facilities.
- Identify requirements for S106 and CIL funding towards new community buildings and infrastructure.

3.2 Take forward small housing sites and deliver more homes for Bromley that respond to market need.

WE WILL....

- Identify the most appropriate housing use for freed up Council owned sites, e.g. extra care/supported living, and where sites are not suitable for housing or other Council services dispose of them on the open market.
- Directly deliver small site housing schemes across the borough for the purposes of temporary accommodation in the first instance. Initial focus on York Rise, Banbury, Anerley and Burnt Ash.
- Involve residents living in the target areas and encourage positive engagement in the development of schemes.
- Undertake the packaging together of small parcels of land across the borough and input in to the particulars in relation to the disposal for housing where sites are not suitable for direct delivery.

3.3. Ensure that the places our residents live are vibrant and that vacant shops and disused buildings are minimised.

WE WILL....

- Explore measures to improve the performance of local shopping parades, and investigate options for alternate uses, such as residential, where this could improve vitality and viability of these areas.
- Focus a new round of the local shopping parades Council funding on fewer larger schemes focused in areas where the Council is building homes, to ensure that these places benefit from the densification of housing.
- Undertake an audit of under-utilised Council Property, including shop units, and explore the potential to go to the market for a range of new commercial and community-led uses.

3.4 Lobby for and support the implementation of improved transport infrastructure.

WE WILL....

- Continue to lobby for better connections between the borough and the City of London and Canary Wharf so that all the main working areas within the capital can be easily accessed by our residents.
- Enable opportunities to improve cycle lane provision across the borough and associated facilities.
- Work with partners to reduce congestion in and around train stations, such as Bromley South.

4 STRENGTHENING OUR TOWN CENTRES AND LOCAL ECONOMY

Our town centres and local economy are crucial to the financial health of the borough, which in turn supports wellbeing through employment, volunteering opportunities, and the provision of local amenities. Town centres are changing, they need to provide more than access to goods which may be more easily purchased online, they need to be attractive places to visit with activities and a good food and beverage offer.

In addition to retail and experience, our town centres need to better support employment. Attracting big business is key by showcasing what Bromley has to offer and ensuring Bromley Town in particular has a clear business district with Grade A offices. Alongside this, the way we work is changing, flexible working is becoming the normal, and technology means that the potential for grass roots businesses to flourish is increasing. Providing spaces across the borough for small businesses, and individuals who do not want to travel to their work place every day, but similarly do not want to work in their homes, is important to ensuring that our town centres remain competitive and attractive to younger families and professionals.

Strengthening our town centres and local economy supports the Council's ambitions:

For children and young people to grow up, thrive and have the best life chances in families who flourish and are happy to call Bromley home

For adults and older people to enjoy fulfilled and successful lives in Bromley, ageing well, retaining independence and making choices

For people to make their homes in Bromley and for business, enterprise and the third sector to prosper

For residents to live responsibly in a safe, clean and green environment great for today and the future

To manage our resources well, individually and collectively, providing efficient and effective services and excellent value for money for Bromley's residents

The regeneration of our town centres and business districts will focus on the following four areas:

4.1 Modernise Bromley's digital infrastructure.

WE WILL....

- Review Bromley's existing digital infrastructure and identify our priority areas for fibre and 5G, focussing on business and employment.
- Take forward a wayleave agreement with the most beneficial and suitable provider to commence fibre roll out.

4.2 Create new Planning guidance for Bromley Town.

WE WILL....

- Work across Council departments, with the Bromley BID and other stakeholders, to develop new planning guidance for Bromley Town which will help to implement policy set out in the Local Plan and identify parameters for development, giving confidence to potential developers while protecting the elements of these areas which are valued by local communities and businesses.
- Identify a clear business district and promote the town to big business.
- Identify infrastructure priorities to support cohesive development of the areas for the benefit of residents.
- Support housing developments and drive forward housing schemes at Bromley North, and other significant sites identified in the Local Plan.
- Consider improvements that support both the day and night time economies and review the scope of the market.

4.3 Develop new town and local centre improvement programmes that attract grant funding, and enable all our towns to flourish.

WE WILL....

- Develop and deliver improvement programmes of work for Orpington, West Wickham and all the renewal areas.
- Work with local partners to identify priorities and leverage in grant funding.
- Continue to enhance the strong working relationships with the BIDs at Beckenham, Bromley, Penge and Orpington ensuring that they are enabled to drive forward activity for the benefit of the businesses.
- Produce clear specifications for community facilities being delivered as part of larger developer-led schemes that require the best outcomes for our residents.
- Ensure workspace for individuals and small businesses is available across the borough.

4.4 Enable the business potential of Biggin Hill and the Cray corridor.

WE WILL....

- Engage with key partners to support a solution for West Camp at Biggin Hill Airport that provides a sustainable future for the historic landscape.
- Enable the development of Biggin Hill SOLDC including the growth of aviation business and the potential of the provision of sector training and skills through the relationship with London South East Colleges.
- Work with partners to develop and deliver on an Economic Development and Growth Plan that promotes and facilitates business development and local employment opportunities in the Cray Corridor.

5 ENCOURAGING TOURISM

Tourism has not previously been a focus for Bromley, however local, regional, national and international tourism has the potential to support our local economies and bring forward new income streams for the Council for the benefit of residents' services. In addition, encouraging tourism will encourage new attractions to the borough, improving local access to leisure provision.

The borough is home to many special buildings and places from Down House to the Crystal Palace Dinosaurs, both of which attract visitors from overseas. By adopting a more strategic approach and encouraging tourism the benefits of higher visitor numbers can be enjoyed by more of our attractions such as Bethlem Museum of the Mind and Biggin Hill Memorial Museum.

Encouraging tourism supports the Council's ambitions:

For children and young people to grow up, thrive and have the best life chances in families who flourish and are happy to call Bromley home

For adults and older people to enjoy fulfilled and successful lives in Bromley, ageing well, retaining independence and making choices

For people to make their homes in Bromley and for business, enterprise and the third sector to prosper

For residents to live responsibly in a safe, clean and green environment great for today and the future

To manage our resources well, individually and collectively, providing efficient and effective services and excellent value for money for Bromley's residents

Supporting and promoting tourism will focus on the following four areas:

5.1 Develop partnerships with Visit Kent, hotels and attractions across the borough.

WE WILL....

- Facilitate a working group bringing attractions across the borough together to identify joint projects for the benefit of all.
- Encourage new hotel developments in the borough.

5.2 Improve the borough's film friendliness.

WE WILL....

- Develop a new offer for a film partner, making a larger number of places and properties available, and go out to tender with a new contract that secures best value for the Council.
- Encourage filming across the borough and promote the filming to drive screen tourism.

5.3 Create opportunities for attractions to promote their offer.

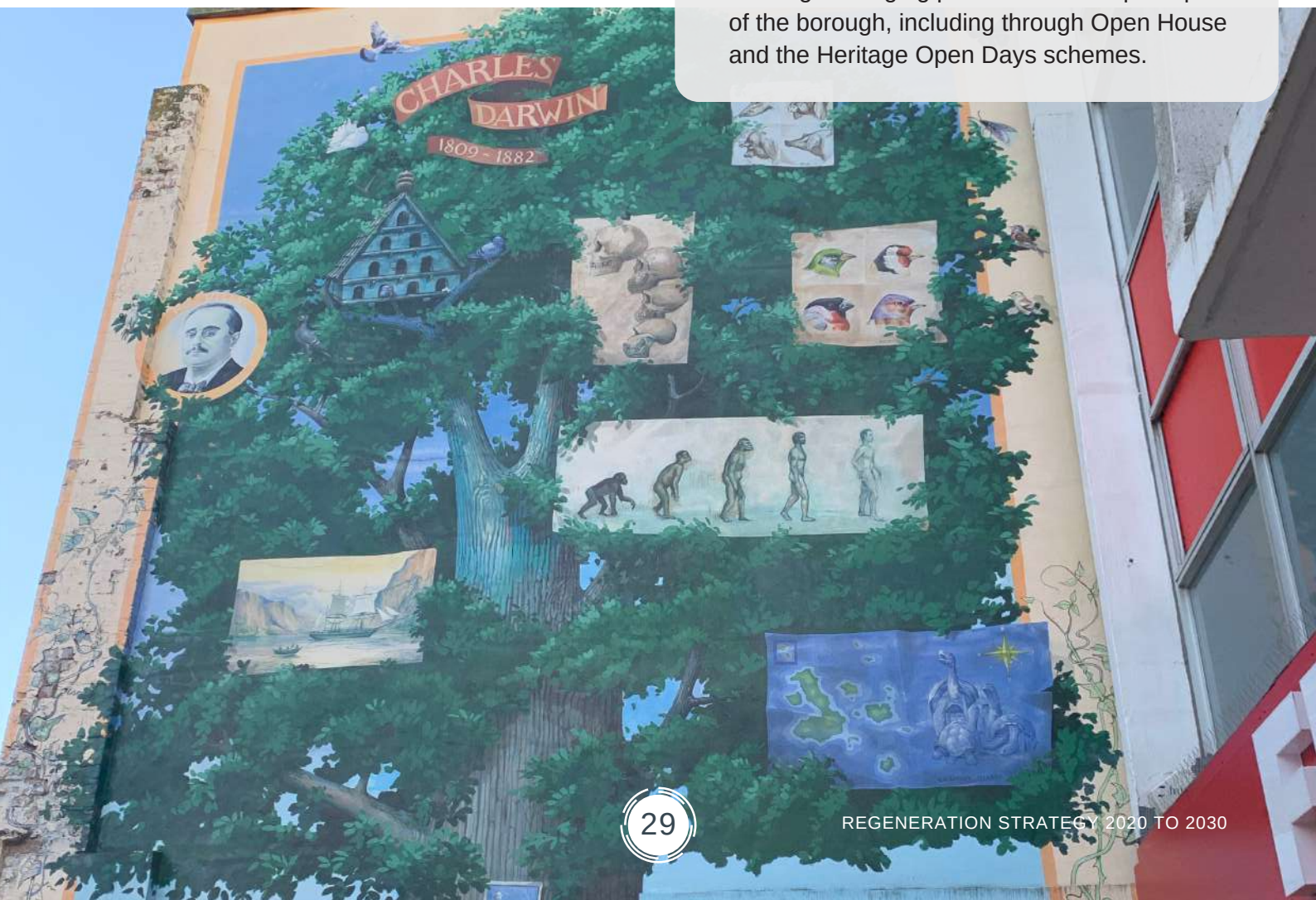
WE WILL....

- Work with attractions to promote their offer through appropriate and well-managed advertising.
- Bring forward a new outdoor performance space in Bromley Town that can showcase upcoming events at local attractions, from theatrical performances to craft making demonstrations.

5.4 Support the conservation and promotion of the borough's heritage assets and historic landscape.

WE WILL....

- Work with key partners, including Historic England, to prioritise the conservation of key historic sites.
- Actively pursue grant funding with partner organisations to restore our historic buildings and places.
- Promote the borough's historic landscape and buildings changing potential visitor's perception of the borough, including through Open House and the Heritage Open Days schemes.



DELIVERING THE STRATEGY

The Council is committed to working with our partners to deliver this strategy and achieve high quality outcomes across the action plan's five areas of focus.

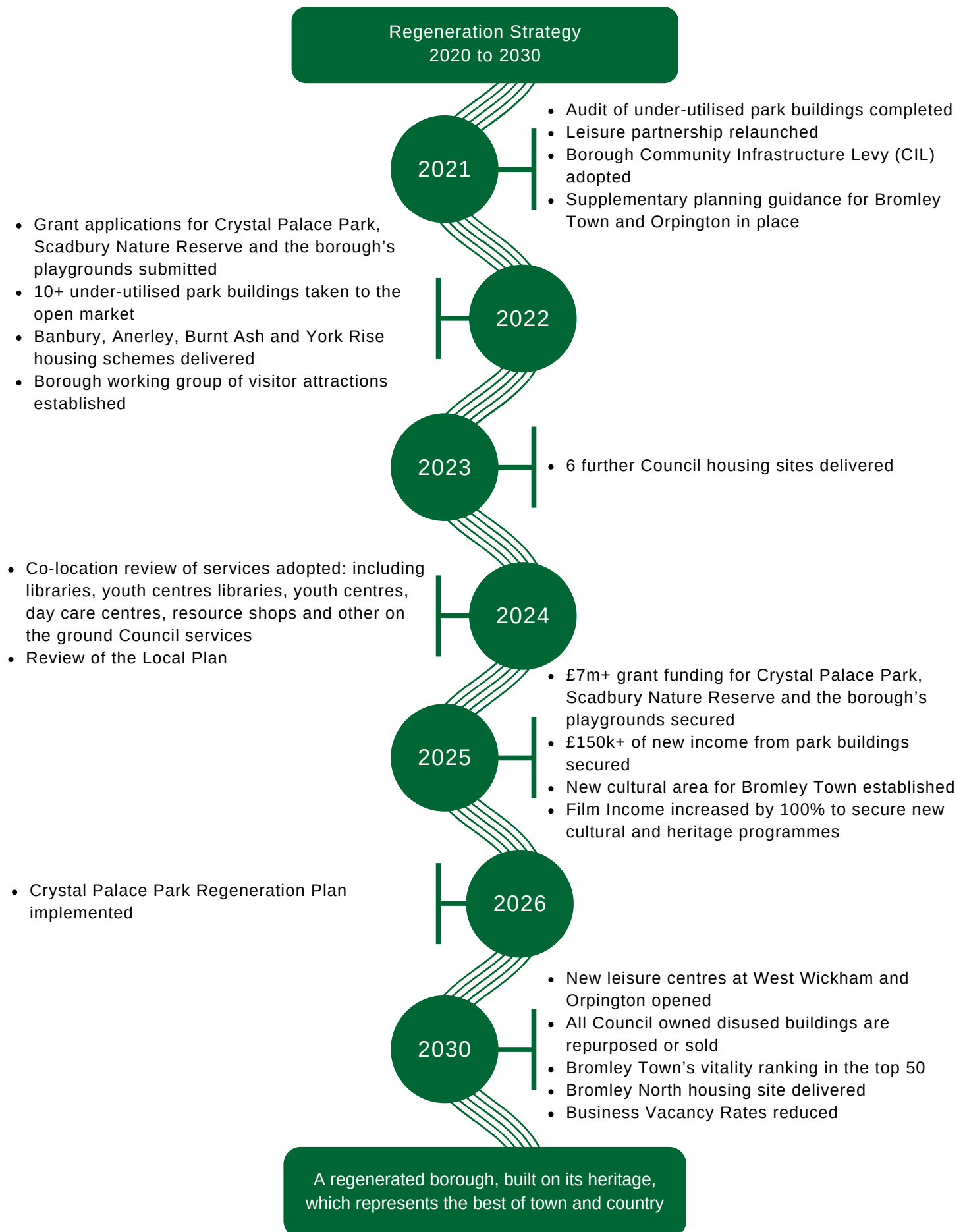
The regeneration of the borough cannot be delivered by the Council alone and relies on positive collaboration with residents, other service providers, developers and landowners, investors and businesses, alongside established community groups and professional forums.

This strategy represents the Council's commitment to becoming a proactive partner and leader to facilitate transformational regeneration. The Council is committed to all its departments working together to enable the best possible outcomes for residents and businesses.

We will measure success through statistical analysis, for example the number of people accessing our libraries and leisure centres and broadband speed, and through general resident feedback including satisfaction surveys.



OUR KEY PROJECTS





Produced by:

Housing, Planning and Regeneration
London Borough of Bromley
Civic Centre
Stockwell Close
Bromley BR1 3UH

